

September 18, 2009

## **LIFESMARTS COMPETITION BEGINS IN NORTH DAKOTA**

BISMARCK – Across the state this week, teachers have been encouraging students to play online during school.

This week marked the official start of the 2009-2010 LifeSmarts season at the program's online home, [www.lifesmarts.org](http://www.lifesmarts.org). LifeSmarts is an educational competition that tests middle school and high school students nationwide on real-life consumer issues through online quizzes and live contests.

The Attorney General's Consumer Protection Division organizes and hosts the annual state competition, funded by sponsorships from local area businesses.

Parrell Grossman, director of the Consumer Protection division said, "We are excited to launch another exciting year for students and teachers of the LifeSmarts program. The LifeSmarts competition is a fun way for teens to learn some of the basics about consumer rights and obligations, as well as providing them with necessary knowledge to avoid credit card and other problems as adults."

Each year, thousands of students across the country answer millions of questions on consumer issues ranging from personal finance and health and safety to the environment, technology, and consumer rights and responsibilities. Starting online each fall, the competition progresses to live state play-offs, and then builds to a high-spirited National Championship, which will be held in 2010 in Miami Beach, FL.

Last year, eleven teams from nine North Dakota high schools advanced to the state finals in Bismarck. The winning team, from Ray High School, advanced to the national finals in St. Louis, MO. The 2010 state final round will be held in Bismarck on February 3, 2010.

LifeSmarts is a program of the National Consumers League. "The National Consumers League's mission is to inspire confidence and safety in the marketplace," said Sally Greenberg, NCL Executive Director. "The LifeSmarts program, our consumer education initiative for youth, gives students the tools to make smart decisions and feel confident about their place in today's fast-paced marketplace."

To test your LifeSmarts abilities, take a sample quiz at <http://start.lifesmarts.org/>. From there, click on "Daily Quiz" to get started. For more information about the state LifeSmarts program, contact the Consumer Protection division at (701) 328-5570.

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